

Integration Assessment Using Weighted Scoring Method and Bayesian for Crowdsourcing Product Review Models With Multi-Parameter and Multi Category

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Abstract

crowdsourcing is now becoming a vital part to support e-commerce businesses. Some e-commerce web sites also has developed a product review mechanism. Some product review portal developed to provide a review of one or more product categories. Assessment crowdsourcing product reviews can be qualitative and quantitative. Quantitative assessment is necessary to compare products in the same category. Actually, Each product category has a different weight parameters with other products depending on the user perception. In this regard, it is necessary to determine the appropriate scoring method for multi parameter and multi product category.

Finding - The method developed is to provide an alternative of quantitative assessment for the same scoring method to multi products. Based on the study results obtained the integration of weighted scoring method and Bayesian statistical can be used. Weight assessment method is used to determine the value of the weight parameter of each product category. Bayesian calculations are used to provide an assessment of the specified product parameter score from crowd voters. This integration method can be used for comparing products to determine the overall score of product or the each product parameter score in the same product category.

Keywords: product review; crowdsourcing; integration method; multi-parameter; multi product category
